

PRINT ADVERTISING GUIDE



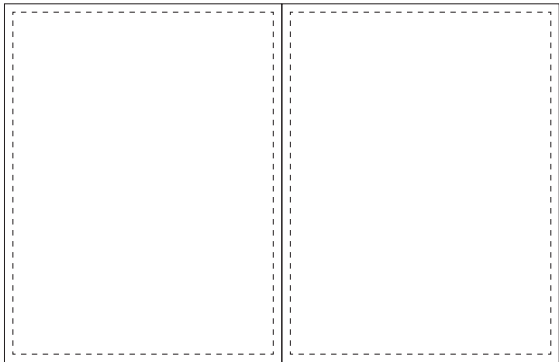
All prices net, gross prices available upon request

AD SIZE	TRIM	BLEED	RUN 1X	RUN 2X +	EXTRA CHARGE
2-Page Spread-4/C	17.0" x 11.0"	17.5" x 11.5"	\$9,950	\$9,450	N/A
Back Cover-4/C	8.5" x 11.0"	9.0" x 11.5"	8,950	8,450	N/A
Inside Front Cover-4/C	8.5" x 11.0"	9.0" x 11.5"	7,950	7,450	N/A
Inside Back Cover-4/C	8.5" x 11.0"	9.0 x 11.5"	6,950	6,450	N/A
Full-4/Color	8.5" x 11.0"	9.0 x 11.5"	6,450	5,950	N/A
Full-B/W	8.5" x 11.0"	9.0" x 11.5"	5,950	5,450	N/A
1/2 Horizontal-B/W	7.0" x 4.5"	N/A	3,450	3,150	Add \$300 for 4/C
1/2 Vertical-B/W	3.375" 9.5"	N/A	3,450	3,150	
1/3 Horizontal-B/W	7.0" 3.0"	N/A	2,750	2,500	
1/4 Horizontal-B/W	7.0" x 2.25"	N/A	1,950	1,750	
1/4 Vertical-B/W	3.375" x 4.5"	N/A	1,950	1,750	
1/6-B/W	3.375 x 3.0"	N/A	1,650	1,450	
1/8-B/W	3.375" x 2.25	N/A	1,350	1,200	
1/10-B/W	3.75" x 1.75"	N/A	1,050	950	
1/14-B/W	3.375" x 1.25"	N/A	750	650	
Equal Employment Listing	N/A	N/A	450	350	N/A

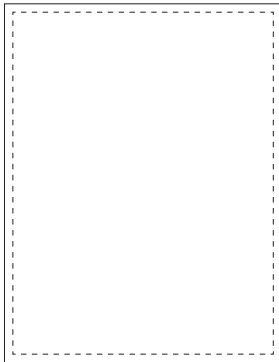
OUTPUT INFORMATION

- Printing: Web offset—Specification for Web Offset Publications (SWOP) standards apply
The following advertising materials information specifications facilitate quality control of magazine printing on high-speed web presses
- Stock: 70# Gloss Book
- Color: Full color printing both sides (4/4)—Cyan, Magenta, Yellow and Black (CMYK) ink
- Bindery: Saddle Stitch
- Trim Size: 8.5" x 11.0"
- Bleed: Extend bleed 1/4" beyond trim on all sides
- Live Area: Type and other images not intended to bleed or trim must be at least 1/4" in from trim

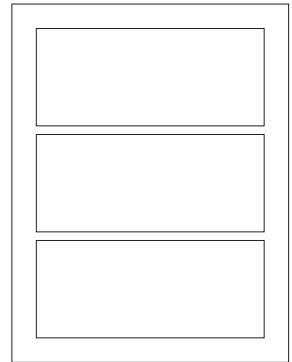
PRINT AD FORMATS



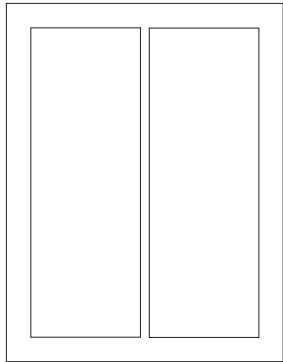
Two-Page Spread



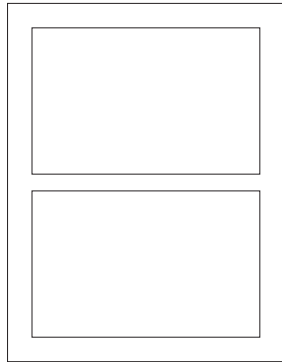
Full-Page



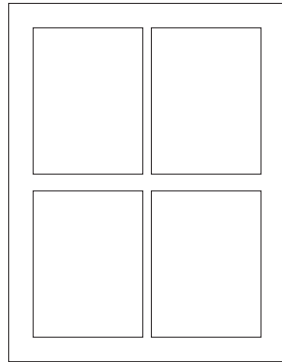
1/3-Page



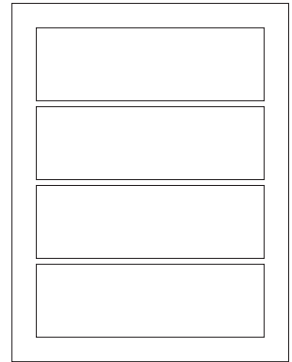
1/2 Vertical-Page



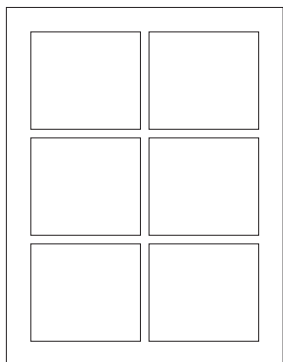
1/2 Horizontal-Page



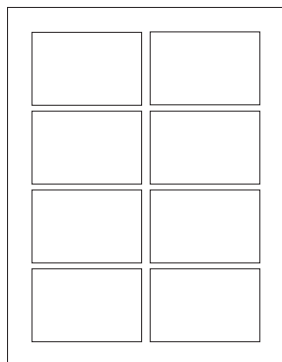
1/4 Vertical-Page



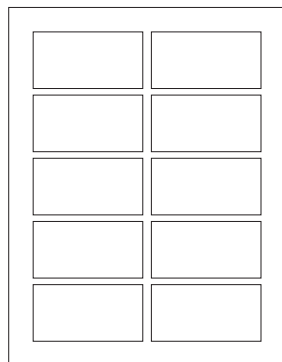
1/4 Horizontal-Page



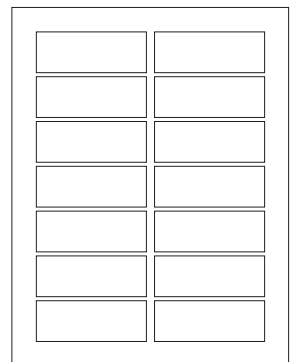
1/6-Page



1/8-Page



1/10-Page



1/14-Page

MECHANICAL SPECIFICATIONS

Acceptable File Format:

- Ad as a press-quality (high-resolution) PDF (PDF/X-1a if possible) is preferred
- PDFs should be 300 dpi, 150 line screen
- CMYK color format
- Acceptable PDFs should be created from the following programs: QuarkXPress, Adobe InDesign/Illustrator
- Quality of PDFs created in other programs cannot be guaranteed
- Include color bars; and crop and bleed marks

NOT Acceptable File Formats:

- We do NOT accept low-resolution PDFs
- We do NOT accept ads created in Corel Draw, Microsoft Word, or PowerPoint

Images Used for PDF:

- Embed all images in PDF
- Digital photography and scanned images must be 300 dpi (at scale)
- Line art should be scanned at 600 dpi or higher
- Images must be in CMYK or Gray-scale
- Do NOT use RGB colors
- Convert all photos; PMS and spot colors to CMYK
- Avoid use of 4-color black and fine lines, use 100% black
- When creating lines/rules in images
 - Do NOT use the “hairline” line thickness
 - For best results use .5 thickness or higher
- Black-and-white ads (different from gray-scale)
 - Setup to output as one-color
 - No color specifications should be applied to any type of art elements
 - Above will prevent any unanticipated screen tints in final output

Fonts Used for PDF:

- If possible please convert all text to outlines
- Or Embed all fonts
 - Post Script fonts are preferred
 - Avoid use of True type fonts
 - At submission remember to include all screen and printer fonts
- Avoid use of 4-color black text, use 100% black

Bleeds:

- Keep live matter 1/4” from edges
- Use 1/4” bleed

Submitting Logo for Ad Creation:

- Logos in a TIFF, JPEG, or EPS file type
- Following “Images Used for PDF” when creating your logo for output
- Do NOT send low-resolution images (logos used on your Website)
- 72dpi images are created for websites and are NOT suitable for print

Accepted Media:

- CDs or DVDs accompanied by a hard copy proof
- For mailing address call 800-421-0472

Media Package Should Include:

- High-resolution PDF

- Ad creation support files
 - All fonts used if embedded (printer and screen fonts, Post Script preferred)
 - All graphics used to create the ad
- List of all file names used
- Hard-copy proof sized at 100%
- Proof, match-print for color ads

Sending Files Electronically:

- If files larger than 10MB may be too large to send via e-mail, will have to send on disk
- Compression, send single archive file using either Stuff-It or Zip
- E-mail your ad to ads@sclcmagazine.com

If you have any questions please call 800-421-0472 or e-mail your sales rep

Publisher's Note:

The publisher reserves the right to reject advertising with unacceptable content. The advertiser agrees that the publisher is not responsible for any claims arising from publication of any advertising accepted. No liability shall be incurred by the publisher if he is unable to fulfill an advertising order by reasons beyond his control. The publisher assumes no liability for errors in key number or index.